

## Draft Minutes of Empire Alpaca Association Board Meeting 10 December 2006

### Present:

John Askew            Sunset Ridge Alpacas  
Chris Gilman        Riverside Alpacas  
Richard Jonassen   Alpacas of Rain Dance Pond  
Steve McCarthy    Spruce Ridge Farm  
Ann Merriwether    Nyala Farm Alpacas  
Sue Zelazny                Andes Dandies, LLC

### Absent:

Susan Wissick        Oh, My! Alpacas

Meeting called to order at 11:03 AM

### Minutes

- Minutes from 3 November 2006, 16 September 2006, and Annual Meeting were all approved and will be sent to Don for posting on the web site.

### Symposium

- Steve called Turning Stone to ask about news story that they were closing. He was assured that they would be open at least until October of 2008.
- Steve will visit Turning Stone on his return trip this day to check on Symposium arrangements. We are to have the same area we used last year.
- 50 Rooms have been reserved.
- Richard suggested recording the speakers for later use. These could be sold. Attendees and presenters will need to sign consent forms at entry.
- Scott Young replied to a Board inquiry about Fleece Show check in on Saturday morning. Scott did not feel the show could be judged in the allotted time if check in were extended.
- A second fleece judge may be needed. Steve would ask Jill MacLeod if she could judge in addition to speaking.
- Steve suggested selling Symposium sponsorships in the program book. All agreed that full page and ½ page adds would be offered.

- Symposium schedule due to go up on web site with on line registration later this week.
- 3 vendors were currently signed up.

### 2006 Extravaganza

- Chris distributed a handout detailing expenses and income from the Extravaganza. Chris indicate there were still a few outstanding items and she would update the handout when all expenses are identified.
- Short discussion about buying panels vs renting. The consensus was that buying, transporting and storing was not worth the trouble.
- There were 937 alpacas shown.
- Several exhibitors noticed a dog odor in the sod.
- Some exhibitors felt the ring side displays were too small and out of focus.

### Current Financials

- Chris distributed a handout with current financial status.
- There were some additional checks for the Quechua Benefit that were not reflected.
- Steve suggested the balance above operating requirements be placed in a short term investment vehicle until we decided what to do with the money. Concensus was this was a good idea but money need to be used to benefit the membership rather than sit in an account. Chris agreed to determine what the minimum operating balance in the checking account should be.
- Ideas to benefit the membership included:
  - \* Sponsor neonatal clinics around NY State so members could attend at low cost.
  - \* Sponsor the Camelid Conference
  - \* Purchase equipment for the Camelid department at Cornell
  - \* Add to the \$25K grant established at Cornell last year.
- Richard motioned to remove Scott Young from the HSBC checking account and add Stephen McCarthy as a signer on the bank account. John Askew seconded the motion. Motion passed by unanimous voice vote.

### Membership

Steve had reviewed Board Minutes from years back and found that a single membership renewal date was originally intended by the Board. No one knew why or how this had changed to the current monthly based renewals. All agreed that we should move to a single renewal date of 1 June. John will work with Don on logistics of the transition.

### D&O Insurance

- Steve received the application from Polly Michaelis and will continue the process.

### Newsletter

- Sue indicated the newsletter was ready for print. She agreed to send each Board member an electronic copy and have the printing done. Distribution will happen in the coming week.

### Marketing

- Scott Young is still the Chairman of the Marketing Committee. John tentatively agreed to take the position.
- Lead cards sent to purchased AOBA leads have not been sent out for a while. The cards are designed to drive prospects to the web site. No one knows how effective this has been.
- Some suggestions on marketing were:
  - \* Get volunteers from each geographical area to suggest best media outlets and help on Marketing Committee.
  - \* Create a trifold pamphlet for distribution by members. Ann volunteered to modify her brochure.
  - \* Use free copy of DVD to measure effectiveness of lead cards and web site.
  - \* Place an add in the American Agriculturist Magazine.

### 2007 Extravaganza

- Not much activity so far. Amanda VandenBosch has been contracted to judge.

### Farm Days

- Happens right after Symposium
- Need 6 people to run booth
- Chris volunteered to coordinate. Ann will do spinning demonstration and help out as needed.

Steve gave a demonstration to the Board on how to download and manipulate the membership database.

Next meeting set for 10 January 2007 8:00 PM

Meeting adjourned at 2:55 PM